

EARLY MONTHLY INDUSTRY
ESTIMATED VOLUME --
MONTH OF July 1993

| Co. | TOTAL (000) | TOTAL SHARE | PREMIUM BRANDS (000) | PREMIUM BRANDS SHARE OF CATEGORY | DISCOUNT CATEGORY (000) | DISCOUNT CATEGORY SHARE OF CATEGORY |
|-------|----------------|----------------|----------------------------|-------------------------------------------|-------------------------------|----------------------------------------------|
| ATC | 2,224,079 | 6.23 | 974,184 | 4.48 | 1,249,895 | 8.92 |
| B&W | 4,322,465 | 12.10 | 1,620,820 | 7.45 | 2,701,645 | 19.28 |
| LIG | 763,838 | 2.14 | 168,803 | 0.78 | 595,035 | 4.25 |
| LLD | 2,638,824 | 7.39 | 2,507,001 | 11.53 | 131,823 | 0.94 |
| PM | 13,447,426 | 37.64 | 9,592,188 | 44.12 | 3,885,238 | 27.73 |
| RJR | 12,323,241 | 34.49 | 6,876,218 | 31.62 | 5,447,023 | 38.87 |
| Total | 35,727,018 | 100.00 | 21,743,563 | 100.00 | 14,013,462 | 100.00 |
| -.02% | 35,719,873 | 99.98 | 21,739,214 | 99.98 | 14,010,659 | 99.98 |

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